

FORM PTO-1600 TRADEMARK	SERIAL NO. 09/922,028	CASE NO. 9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE August 3, 2001	GROUP ART UNIT 3624
(use several sheets if necessary)		APPLICANT(S): Dominic Dough-Ming Cheung et al.

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
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FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
<i>PC</i>	G1	WO 01/52092 A2	07/19/2001	WIPO		
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EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS <small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.</small>	
<i>PC</i>	G2	English language translation of German Office Action in corresponding German patent application No. 102 35 429.4, dated Nov. 18, 6 pages.
<i>PC</i>	G3	Clickpatrol, "If you buy and manage cost-per-click advertising, you'll save time and money with Clickpatrol", copyright 2001 ClickPatrol.com, obtained from the Internet at: < http://web.archive.org/web/20010519014126/http://www.clickpatrol.com/ >, on 11/12/2004, 1 page.
<i>PC</i>	G4	PPC Management - The Ultimate Goto Bidding Software, "The Ultimate, Downloadable, Goto.com Bid Monitoring Software is Here!!!", obtained from the Internet at: < http://web.archive.org/web/20010721020423/http://www.ppcmanagemnt.com/ >, dated 11/12/2004, 3 pages.
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GROUP 3600

EXAMINER <i>G. Calvert</i>	DATE CONSIDERED <i>9-27-06</i>
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FORM PTO-1449	MAY 20 2004	SERIAL NO.	09/922,028	CASE NO.	9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)		FILING DATE	August 3, 2001	GROUP ART UNIT 3625	
		APPLICANT(S): Dominic Dough-ming Cheung et al.			

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
<i>JC</i>	F1	5,794,210	08/11/1998	Goldhaber, et al.		

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
<i>JC</i>	F2	EP 1 282 060 A3	03/24/2004	Europe		
<i>JC</i>	F3	WO 97/22066 A	06/19/1997	WIPO		
<i>JC</i>	F4	WO 00/16218 A	03/23/2000	WIPO		

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OTHER ART - NON PATENT LITERATURE DOCUMENTS

(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.

<i>JC</i>	F5	Supplementary Search Report for corresponding European Patent Application No. EP 00 936393, dated February 20, 2004, 3 pages.
	F6	Supplementary Search Report for corresponding European Patent Application No. EP 00 936393, dated February 20, 2004, 3 pages.
	F7	Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.
	F8	Doran, David, "Search Engines....Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.
	F9	Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.
	F10	Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit Libr</i> , 1997, pp. 122-131.
	F11	Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.
	F12	"GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages.
<i>JC</i>	F13	"New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising & Marketplace Report</i> , dated April 28, 1998, Vol. 12, Issue 8, 2 pages.

EXAMINER <i>E. Collett</i>	DATE CONSIDERED <i>9-22-06</i>
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APPLICANT(S): Dominic Dough-Ming Cheung et al.		

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EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
<i>DC</i>	E1	5,745,882	04/28/1998	Bixler et al.		
<i>DC</i>	E2	5,946,646	08/31/1999	Schena et al.		
<i>DC</i>	E3	US 6,223,178 B1	04/24/2001	Himmel et al.		
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OTHER ART - NON PATENT LITERATURE DOCUMENTS

(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.

<i>DC</i>	E4	Copy of Patent Cooperation Treaty International Search Report dated June 17, 2003 for corresponding patent application No. PCT/US02/23502, 1 page.
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<i>PL</i>	B1	US 2002/0004735 A1	01/10/2002	Gross		
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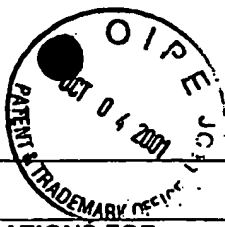
FOREIGN PATENT DOCUMENTS

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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
<i>PL</i>	B2	Press Release article titled "GoTo.com Announces First round of Financing, Totaling More Than \$6 Million, Led by Draper, Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from the Internet at < http://www.dialogclassic.com/main.vingw > on 11/9/00, 2 pages.
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EXAMINER <i>P. Collier</i>	DATE CONSIDERED <i>9-22-06</i>
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



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FORM PTO-1449	SERIAL NO. 09/922,028	CASE NO. 9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE August 3, 2001	GROUP ART UNIT TBA (Parent GAU 2165)
(use several sheets if necessary)	APPLICANT(S): Cheung et al.	

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	A1	5,659,732	08/19/97	Kirsch	395/605	05/17/95
	A2	5,717,923	02/10/98	Dedrick	396/613	11/03/94
	A3	5,724,424	03/03/98	Gifford	380/24	11/29/95
	A4	5,724,521	03/03/98	Dedrick	395/226	11/03/94
	A5	5,724,524	03/1998	Hunt et al.	395/237	12/15/95
	A6	5,748,954	05/1998	Maudlin	395/610	06/05/95
	A7	5,752,238	05/12/98	Dedrick	705/14	11/03/94
	A8	5,768,521	06/16/98	Dedrick	395/226	02/02/96
	A9	5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95
	A10	5,826,241	10/20/98	Stein, et al.	705/26	09/16/94
	A11	5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
	A12	5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
	A13	5,852,820	12/22/98	Burrows	707/2	08/09/96
	A14	5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
	A15	5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
	A16	5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96
	A17	5,903,882	05/1999	Asay et al.	705/44	12/13/96
	A18	5,918,014	06/29/99	Robinson	395/200.49	12/26/96
	A19	5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96
	A20	5,920,859	07/06/99	Li	707/5	02/05/97
	A21	6,078,866	06/2000	Buck et al.	702/2	09/14/98
		A22	6,296,361 B1	07/31/01	Davis et al.	707/3

FOREIGN PATENT DOCUMENTS

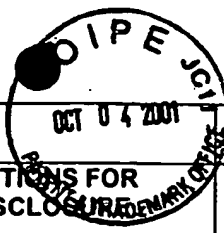
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES	NO
<i>PC</i>	A23	WO 99/20486	09/1999	WIPO			
	A24	WO 99/48028	09/1999	WIPO			
	A25	WO 2000/16218	03/2000	WIPO			
	A26	WO 2000/41090	07/2000	WIPO			

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(use several sheets if necessary)		APPLICANT(S): Cheung et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
44	A27	Database of Corporate ResourceNet, "New Service Puts An Auction Search Engine Under One Roof", Electronic Advertising & Marketplace Report, Vol. 12, Issue 8, Apr. 1998, page 6.
	A28	Espe, "Online Search Engines Start To Charge For Listings", Washington Business Journal, Vol. 18, Issue 1, May 1999, page 31.
	A29	Dawson et al., "2 Search Sites Narrow Their Parameters", Adweek-Western Edition, Vol. 48, Issue 42, Oct. 1998, page 1.
	A30	Database of Corporate ResourceNet, "Bits", from Adweek-Eastern Edition, Vol. 40, Issue 14, April 1999, page 46.
	A31	Komando, "Searching For Search Engines - from Dogpile to Deja News", Business First-Colombus, Vol. 14, Issue 43, June 1998, page 46.
	A32	Database of Corporate ResourceNet, New services Aim to Boost Efficiency of Search Engines", Electronic Advertising & Marketplace Report, Vol. 12, Issue 13, June 1998, page 6.
	A33	Database of Corporate ResourceNet, "Goto.com Chooses Quest's SharePlex(R) for Oracle Software to Ensure Uptime for Business-Critical Web Site", PR Newswire, June 2000.
	A34	Database of Corporate ResourceNet, "Capitalist Tool", Time Canada, Vol. 151, Issue 8. March 1998, page 41.
	A35	Database of DialogClassic(m), "Homestead Technologies' Continued Success Draws \$17.50 Million In second Round of Venture Funding", PR Newswire, April 1999.
	A36	"APS Search Tools - Patent Search Client Strategy", by US Patent & Trademark Office, Sept. 1997.
	A37	"Frequently Asked Questions NT Image Search & Retrieval (IS&R)", by US Patent & Trademark Office, Dec. 1997.
	A38	"Chapter 1-Introduction to Dialog", by Dialog Information Service, Inc. pp 1-1 to 1-14.
	A39	"Automated Patent System (APS) Workstation Reference Manual", by US Patent & Trademark Office, July 1996.
	A40	Frentzen, Jeff, "Help for Getting the Word Out About Web Sites", PC Week, v14, n46, p. 27(1), Nov. 3, 1997.
	A41	Miller, Karen L., "Improve Your Ranking (Building Web Sites to Attract Web Searches)", Home Office Computer, v16, n1, p 51(2) Jan, 1998.
	A42	Wingfield, "Another Engine Takes Ads By The Click", from http://www.news.com?news/Item/0.4.1387.00/html , May 1996.
	A43	Pelline, "New Search Engine Goes Commercial", by CNET News.com, Feb. 1998.
	A44	Wang, "Engines Battle Irrelevance of Results-New Search Service Hope To Fill The Void", by Internet World, Feb. 1998.
	A45	Vondr Haar, "Searching For The Highest Bidder", from Inter@active week.
	A46	Riedman, "Search Engine Startup To Auction Listings", from Interactive-Advertising, Feb. 1998.
9C	A47	Rich, "New Search Engine Allows Sites To Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp .
	A48	Mardesich, "Web Site Operators Pay for Top Billing-Search Engine Allows Site Sponsors to Buy Place On Special List", from Knight Ridder Newspapers, March 1998.

EXAMINER <i>E. Albert</i>	DATE CONSIDERED <i>9-22-06</i>
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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
91	A49	Hilty, "GoTo.Hell-What Happens When On Line Search Engine Accepts Cash From Web Sites?" from http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html , March 1998.
	A50	Flynn, "With GoTo.com's Search Engine, the Highest Bidder Shall Be Ranked First", by the New York Times, March 1998.
	A51	Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", from the Wall Street Journal, Feb. 1998.
	A52	"Going, Going ...", from A Closer Look of the Wall Street Journal-Marketplace, April 1998.
	A53	"Coursey.com", David Coursey's Insider report on Personal Computing, the Internet and Communications", March 1998.
	A54	Glaser, "Who Will GoTo.com", from OnlinePress.com, Feb. 1998.
	A55	Mardesic, "Search Engine Charges Hit Sites", from http://www.sjmercury.com/business/center/goti022198.html , Feb. 1998.
	A56	"News Watch About Search Engines", from http://searchenginewatch.com/ness.html , Feb. 1998.
	A57	Wang, "Engines Battle Irrelevance of Results", from Internet World.
	A58	Swartz, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", from http://www.sfgate.com/cgi-bin/publish on San Francisco Chronicle, Feb. 1998.
	A59	McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", from http://www.pcworld.com/news/daily/data/0298/....html .
	A60	"Search Engine Start Up To Auction Listings", from http://www.adage.com/interactive/daily/index/html , Feb. 1998.
	A61	Alyson, "Searching The Search Engines", from Bacon's, May 1998.
	A62	Pelline, "Pay-for-placement gets another shot", from http://www.newscom.?news/item/0,4,19307,00.html , Sept. 1997.
	A63	IBM Technical Disclosure Bulletin, "Organizing A Ranked List of Search Matches", Nov. 1994.
	A64	Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.
	A65	Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address http://www.zdnet.com/anchordesk/story/story_2432.html , August 17, 1998.
	A66	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
	A67	"Disclosure Rules", The Industry Standard – The Newsmagazine of the Internet Economy, August 10, 1998.
	A68	G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.
	A69	Advertising Age-Interactive Daily Homepage; obtained at the internet address http://www.adage.com/interactive/daily/index.html , June 8, 1998.
	A70	Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication.
	A71	Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.
	A72	"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.

EXAMINER <i>E. Albert</i>	DATE CONSIDERED <i>9-22-01</i>
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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
<i>QC</i>	A73	Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.
<i>QC</i>	A74	Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address http://www.adage.com/interactive/mdaily/index.html .
	A75	Brian McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", obtained at the internet address http://www.pcworld.com/news/daily/data/0298/9880223173204.html .
	A76	Jon Swartz, San Francisco Chronicle, February 23, 1998, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", obtained at the internet address http://www.sfgate.com/cgi-bin/article/archive/1998/02/21/BU102470.DTL .
	A77	Nelson Wang, "Engines Battle Irrelevance of Results", from http://www.internetworld.com/print/current/news/19980223-battle.html , Feb. 1998.
	A78	Search Engine Watch, February 21, 1998, "GoTo Sells Positions", obtained at the internet address http://www.searchenginewatch.com/news.html , February 23, 1998.
	A79	Jodi Mardesich, "Search Engine Charges Hit Sites", from http://www.sjmercury.com/businrss/center/goto022198.html , Feb. 1998.
	A80	Ken Glaser, Who Will GoTo.com?", OnlinePress.com, Feb. 1998
	A81	Jeff Peline, "New Search Engine Goes Commercial", from http://www.news.com/News/Item/0,4,19281,00.html , February 20, 1998.
	A82	"Going, Going...", The Wall Street Journal, April 1998. p. B1.
	A83	David Coursey, "Coursey.com", March 1998.
	A84	Don Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, February 20, 1998.
	A85	Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 1998, p. C1.
	A86	Wyn Hilty, OCWeekly byte marks, "GoTo.Hell", from http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml , March 13, 1998.
	A87	Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.
	A88	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp , Feb. 1998.
	A89	Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.
	A90	Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address http://www.zdnet.com/intweek/daily/980219i.html , February 23, 1998.
	A91	Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, Feb. 10, 1998, p. 1
<i>QC</i>	A92	Interactive Week Magazine, Garden City, N.Y. May 25, 1998.
<i>QC</i>	A93	Jeff Peline, "New Search Engine Goes Commercial", CNET News.com, from http://www.news.com/News/Item/0,4,19281,00.html , Feb. 20, 1998.

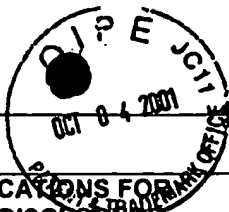
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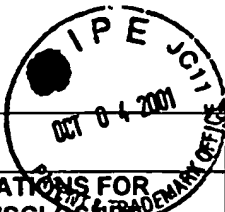
EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
PC	A94	Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address http://www.news.com/News/Item/Textonly/0,25,1635,00.html , July 29, 1999.
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EXAMINER <i>G. Collier</i>	DATE CONSIDERED <i>9-22-06</i>
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LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE August 3, 2001	GROUP ART UNIT TBA (Parent GAU 2165)
APPLICANT(S): Cheung et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
<i>PL</i>	A113	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
	A114	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
	A115	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
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	A117	Miller, Karen L., "Improve Your Ranking", Home Office Computer, Vol. 16, No. 1, Jan. 1998, p. 51(2).
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